

534,808

Rec'd PCT/PTO 12 MAY 2005

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
3 June 2004 (03.06.2004)

PCT

(10) International Publication Number  
**WO 2004/047445 A1**

(51) International Patent Classification<sup>7</sup>: **H04N 7/16, 7/173**

(21) International Application Number:

PCT/IB2003/005037

(22) International Filing Date:

5 November 2003 (05.11.2003)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

0226648.4 15 November 2002 (15.11.2002) GB

(71) Applicant (for all designated States except US): **KONINKLIJKE PHILIPS ELECTRONICS N.V.** [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **ASHLEY, Alexis, S., R.** [GB/GB]; c/o Philips Intellectual Property & Standards, Cross Oak Lane, Redhill, Surrey RH1 5HA (GB).

(74) Agent: **WHITE, Andrew, G.**; Philips Intellectual Property & Standards, Cross Oak Lane, Redhill, Surrey RH1 5HA (GB).

(81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

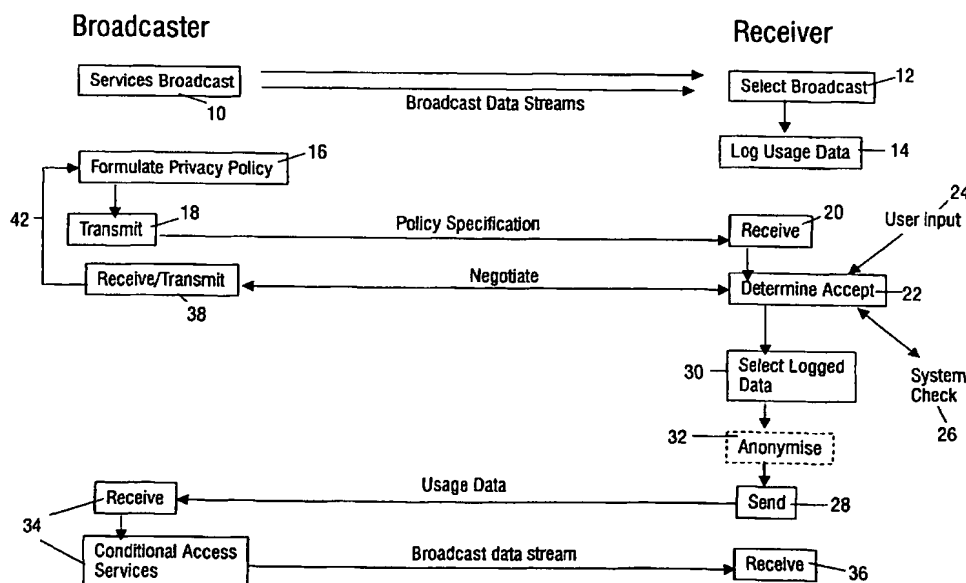
(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

**Declaration under Rule 4.17:**

— as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for the following designations AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH,

[Continued on next page]

(54) Title: **USAGE DATA HARVESTING**



(57) **Abstract:** A method of harvesting usage data from a broadcast receiver configured to detect and store such usage data comprises providing (16, 18) to the receiver a privacy policy identifying not only the usage data sought to be harvested but also the intended use for such data. At the receiver, an interactive or automated determination (22) is made as to whether a received privacy policy is acceptable; and if so, the receiver selects (30) from store the usage data identified in the privacy policy and transmits (28) the same to the sender of the privacy policy. A receiver apparatus configured to support the method is also provided.

WO 2004/047445 A1